

**Ten Paper Scheme for M.A. Sociology**

**M.A. (Previous) Sociology – 2014-15**

M.M. 100 for each paper

Paper - I Principles of Sociology (4681)

Paper – II Classical Sociological Tradition (4682)

Paper – III Methodology of Social Research (4683)

Paper- IV : Any ONE of the following

Paper IV A Environment and Society (4684 A)

or

Paper IV B Sociology of Mass Communication (4684 B)

or

Paper IV C Rural Society In India (4684 C)

or

Paper IV D Sociology of Religion (4684 D)

Paper V Any ONE of the following

Paper V A Sociology of Health (4685 A)

or

Paper V B Industry and Society in India (4685 B)

or

Paper V C Criminology (4685 C)

**M.A. (Previous) Sociology 2014-15**

**Paper IV Any one of the following**

**Paper- IV (B) : Sociology of Mass Communication**

M.M. 100

UNIT – A

Basic Concepts: Human Communication, Interpersonal and Group Communication, Mass Society, Mass Communication, Mass Culture,

UNIT – B

Communication Theory : Two Step Flow ( Katz and Lazarsfeld)

Theories of the Media : Early Theories (Innis and McLuhan), The Public Sphere (Habermas), Hyper Reality (Baudrillard).

Functions and Dysfunctions of Mass Communications - Views of Lasswell, Lazarsfeld, Merton, DeFleur, Peterson and Wilbur Schramm.

UNIT – C

Media Gender and Society. Role of Media in Society : Socialization, Education, Information, Recreation, Advertisement, Consumer Behavior, Propaganda and Public Opinion.

UNIT – D

Mass Media and Rural Society- Views of Bunker Roy, S.C. Dube and P.C. Joshi. Traditional forms of Media. Internet Society.

UNIT – E

Media in Democracy, Media and Development. The Indian Context : Press, Cinema, Radio and Television.

**Books Recommended :**

Katz Lazrasfeld : Personal Influence, Illinois Press, 1960.

De fleur M L, Theories of Mass Communication, New York.

Fans Robert F.L., A Hand Book of Moderns Sociology, Chicago, 1964.

Wright Charles, R : Mass Communication : A Sociological Perspective, Las Angles, University of California.

### **Essential readings:**

Bethla, Sonia, 1998 Women Democracy and the Media Cultural and Political Representation in the Indian Press, Delhi : Sage Publication.

Breckenridge, C.: Consuming Modernity Public Culture in Contemporary India.

Brosius, C. and M Butcher 1999, Image Journey Audio Visual Media and Cultural Change in India, Delhi : Sage Publication.

Curran, J. and M. Gurevitch 1991 : Mass Media and Society, London: Edward Arnold.

French,D.and Michael Richard 2000 : Television in Contemporary Asia, London: Sage Publication.

Gunaratne, S. 2000 : Handbook of the Media in Asia, London : Sage.

Johnson, K. 2000 : Television and Social Change in Rural India, London : Sage.

Manuel, P. 1998 : Cassette Culture Popular Music and Technology in North India.

Mitra, A. 1993 : Television and Popular Culture in India, Delhi : Sage.

Nagori, Monika, 2003 : Jan Sanchar Avem Samaj, Arvind Prakashan, Udaipur.

Singhal, A. and E.M. Rogers 2000 India's Communication Revolution, Delhi: Sage Publication.

### References:

Appadorai Arjun 1997 Modernity at Large Cultural Dimensions of Globalization, New Delhi, OUP.

Axford B and Richard Huggins 2001, *New Media and Politics*, London : Sage.

Leach E 1976 *Culture and Communication*, Cambridge : Cambridge University Press.

Page, D and William Crawley 2001 *Satellites over south Asia*, London: Sage.

Preston, P. 2001 : *Reshaping Communications*, London : Sage.

Robertson R. , 1992 *Globalization, Social Theory and Global Culture*, London: Sage.

Tunstall,J., 1977 : *The Media are American*, New York: Columbia University Press.

**Pedagogy:**

Audio – Visual methods should be used.

Illustrations should be drawn from the State / Region.